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[Anuvu](#) has signed a new agreement with Canada's flagship airline, [Air Canada](#), to provide inflight entertainment services starting this month.

Anuvu's solutions are set to significantly increase the volume of Air Canada's content selection to include more than 1000 movies and 3500 TV episodes. Acquisitions will be through distributors such as [Skeye](#), [Shemaroo Entertainment](#) and Anuvu Distribution to offer more diverse programming, the September 4 press release said.

"Air Canada has invested significantly in creating a world-class inflight entertainment experience," said Estibaliz Asiain, EVP of Media & Content at Anuvu. "With Anuvu's expertise and innovative solutions, we aim to revolutionize traditional monthly content cycles by updating and refreshing Air Canada's IFE offerings more frequently, ensuring passengers have access to time-sensitive content within days rather than months."

"Anuvu's advanced technology will help take our award-winning in-flight entertainment product to the next level, further solidifying Air Canada's leadership in offering an unparalleled range of content onboard," said Norman Haughton, Director of Inflight Entertainment and Connectivity Product and Analytics at Air Canada. "We look forward to rolling out the expanded content onboard with even more entertainment choices, quality and variety for our customers to enjoy when flying with us!"

Anuvu will help support and build upon Air Canada's existing relationships with many popular streaming brands. New content acquisitions, such as Moonbug (Cocomelon), will offer kids' TV content in both English and French, along with exclusive short-form content from various providers.